

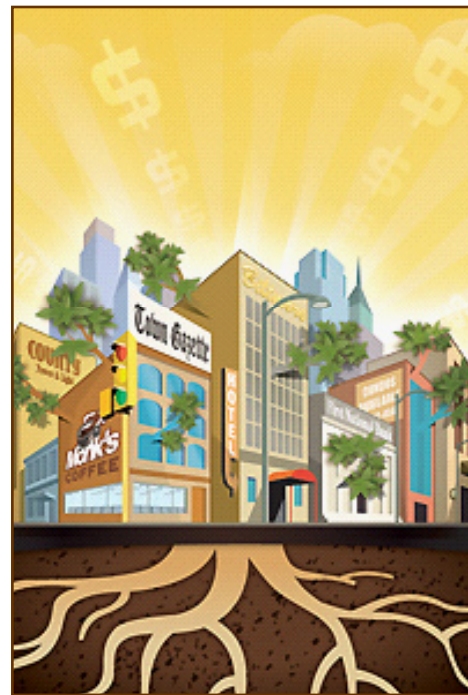
ECONOMIC GARDENING

Helping businesses make informed decisions to achieve growth

- Identify new markets and/or customers
- Gain competitive intelligence on your business and industry
- Elevate your online efforts

Core Components

- **Core Strategy & Business Model** – discussion of strategic direction, business model and opportunity development
- **Market Dynamics** – relationship between the company, their customers and their industry
- **Marketing Leads** – identification of markets and customers for the company as it evolves
- **Management Team** – issues around the changing role of the entrepreneur and their team as the company grows



Economic Gardening answers questions like:

- How does the business grow efficiently?
- Do we need to tweak our business model or restructure the organization?
- Do we have adequate internal systems for growth?
- Are we anticipating industry and/or market changes?

Example Outcomes

- Flame Engineering identified a new customer base that was not on their radar.
- B&F Fastener Supply cut their new store break-even point from 12 months to 6 months.

Business Qualifications

- Approximately 10-100 employees
- Sales revenue between \$1 million- \$20 million
- Opportunity to grow outside of the region

“Economic Gardening is like a shot of adrenaline for a business. There are things you know you should be doing to grow, but there simply aren’t enough hours in the day to get to them. The program creates structure and deadlines — and gives you resources to research some of those strategic issues.”

— Mike Fox, CEO of Ingenuity IEQ, a provider of indoor air quality solutions based in Midland, Mich.